

**Code No: 814AX****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MCA IV Semester Examinations, December - 2019****E – COMMERCE****Time: 3hrs****Max.Marks:60****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 20 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 8 marks and may have a, b, c as sub questions.

PART - A**5 × 4 Marks = 20**

- 1.a) Discuss about major categories of E – Commerce applications. [4]
- b) Explain briefly about Electronic Checks. [4]
- c) Write about various types of Data warehouses. [4]
- d) List and discuss two types of micromarketing. [4]
- e) Write about the storage technology for multimedia data. [4]

PART - B**5 × 8 Marks = 40**

2. Explain in detail about E-Commerce consumer applications. [8]
- OR**
3. Explain the general frame work for E - Commerce. [8]
4. Explain various risks involved in Electronic Payment Systems. [8]
- OR**
5. What do you mean by EDI? Explain about EDI Layered Architecture. [8]
6. Explain in detail about various types of Digital Documents. [8]
- OR**
7. Describe the architecture for internal commerce. [8]
8. Discuss in detail about document library. [8]
- OR**
9. How to do the advertising in the Internet? What are all the guidelines for Internet Advertising? Explain in detail. [8]
10. Explain in detail about Information Filtering. [8]
- OR**
- 11.a) What are the Characteristics of Digital Video? [4+4]
- b) Explain about MPEG-1

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